ABSTRACT OF THE DISCLOSURE

A method and apparatus for automatically delivering data files (e.g. television and movies) via a personalized channel to a user, that are based on a user's profile and viewing habits, are provided. A client receives meta-data broadcasts from a server system that includes descriptions of a plurality of data files currently being broadcasted or to be broadcast by the server system. In response to a content rating table that is based on a user's profile and viewing habits, a data file is automatically selected. The selected data file is displayed on a personalized channel on a display device to the user. The selected data file can be, for example, a currently broadcasting data file or a data file stored in a cache memory of the client. Thus, the user only needs to tune to his or her personalized channel to view personalized content.